

# NIELSEN NUGGETS

## Southern California



THE PUPIL IPA 6 pack 12 OZ

Societe Brewing is a **Top 20 CRAFT BRAND FAMILY** In So Cal with the **2nd FASTEST GROWTH** of the Top 25. (\$ VOLUME)

The Pupil IPA is the **#13 IPA BRAND** and is a **Top 5 FASTEST GROWING IPA** (\$ Volume)

The Pupil IPA 6 pack is the **FASTEST SELLING 6 PACK 12oz** in So Cal (\$'s / Pt ACV)

The Pupil 19.2oz is a **Top 5 IPA 19.2oz** and is the **#4 Fastest Selling 19.2oz Can** in So Cal!! (\$'s / pt ACV)

Societe Brewing is the **2nd FASTEST GROWING CRAFT BRAND FAMILY** of the Top 25 in So Cal (\$ VOLUME)



The Coachman IPA 6 pack 12oz



Bulbous Flowers Hazy IPA - 6 pack 12oz



THE PUPIL IPA - 19.2 OZ

Nielsen Scan Data- 13 weeks 3/25/23